GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1010
ANSWERED ON:22.07.2016
Vulgarity in Advertisements
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has taken note of increasing depiction of violence, vulgarity, obscenity in advertisements and programmes being telecast on Television notwithstanding the strict and stringent laws in vogue;

(b) if so, the details thereof and the action taken by the Government against the channels for violating Programme and Advertising Codes during the last three years;

(c) whether the Government has constituted any Inter-Ministerial Committee in this regard and if so, the details thereof; and

(d) the other steps taken/being taken by the Government to check vulgarity in programmes including advertisements on television?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (d). As per existing regulating framework, all programmes and advertisements telecast on TV channels and transmitted/retransmitted through the Cable TV network are required to adhere to the Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. Action is taken as per rules suo-motu as well as when violation of Codes is brought to the notice of the Ministry. These codes contain a whole range of parameters to regulate programmes and advertisements including provisions to address content of obscenity, vulgarity and violence in TV programmes and advertisements.

Ministry has an Electronic Media Monitoring Centre (EMMC) to monitor the content telecast on Private satellite television channels. Prima facie violation of the Programme and Advertising Codes are reported by the EMMC apart from the various other sources and the Ministry then pursues to look into these violations.

Ministry has constituted an Inter Ministerial Committee (IMC) to look into the violations suo-motu or whenever violations of the Programme and Advertising Codes are brought to the notice of this Ministry in respect of private satellite TV channels. IMC has representatives from the Ministry of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health and Family Welfare, Consumer Affairs and a representative from the industry in Advertising Standards Council of India (ASCI). IMC meets periodically and recommends action in respect of violations reported, whenever warranted.
Government has encouraged self-regulation in electronic media by the Broadcasting Industry. The following are the self regulatory mechanisms established by industry bodies:

(i) News Broadcasters Association (NBA)- a representative body of news and current affairs TV channels has set up News Broadcasting Standards Authority (NBSA) to consider complaints against or in respect of broadcasters relating to content of any news and currents affairs TV channels.
(ii) Indian Broadcasting Foundation (IBF), which is a representative body of non-News & current affairs TV channels, has set up Broadcasting Content Complaints Council (BCCC) to examine the complaints about programme on non-news TV channels.

Ministry has also issued directions to States to set up District level and State level Monitoring Committees to regulate content telecast on cable TV channels. These are recommendatory bodies which function to aid and assist the Authorized officers under the Cable TV Networks (Regulation) Act, 1995.
The Ministry also follows up with the State Governments and the Nodal Officers in all the States from time to time for strict enforcement of the said Act.
Details of action taken against TV channels as per recommendations of Inter Ministerial Committee (IMC) in the past three years and current year is enclosed as Annexure-A.
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